

Duxbury Clipper

Founded by John and Roberta Cutler, 1950

Still Independent

Next week the *Duxbury Mariner* will publish its final issue, ending a two-and-a-half year run that made Duxbury a battleground in local newspaper wars. With the demise of the *Duxbury Mariner*, the *Duxbury Clipper* sails on as it has for nearly 49 years, still 100 percent independent and still 100 percent owned by the Cutler family.

The good people at Mariner headquarters in Marshfield are leaving Duxbury to the *Clipper* – as we believe they should – and in doing so have come up with a *Mariner-Clipper* agreement that will do two things: first, allow subscribers to the *Mariner* to have their subscriptions fulfilled through a subscription to the *Clipper*, and second, to establish a joint cross sell-advertising agreement which allows one newspaper company to sell advertising into the newspaper(s) of other company. It is a simple clear-cut agreement that affects advertising sales and nothing else.

Presumptuous though it may be, allow us a brief critique of the *Duxbury Mariner*. First, it never reached necessity status; its *raison d'être* was slippery and it lacked a kind of intimacy or warmth that a community weekly needs to have. That said, it was a graphically pleasing sheet which contained some fine feature writing and some superb photography by Chris Bernstein, a former *Clipper* photographer. The *Mariner* writers who worked here will, no doubt, land on their feet somewhere else.

The *Clipper* sails on as one of only three independently-owned weekly newspapers on the South Shore (the others being the *Quincy Sun* and the *Hull Times*); it fully intends to remain forever independent and owned by the Cutler family, operating on the credo that John and Bobbie Cutler first hatched in May of 1950: keep it local, local, local. Bobbie intuitively knew when this paper started 49 years ago that there was so much unique and different about Duxbury that filling 32 to 36 pages with local-only news would be easy.

John, who died last September, was aware of the *Duxbury Mariner's* approaching demise. In fact, he was told June 10 (on his 88th birthday) that the paper (*Mariner*) would close.

Weekly newspapers come and go. The *Clipper* could have succumbed to the pressures that threaten all small businesses, but realized that to survive it had to remain focused on our mission and succeed at one thing: to be Duxbury's community newspaper.

The keep-it-local credo has helped to keep other *Clipper* competitors at bay over the years, and we hope it will continue to do so as the *Clipper* strives to be published only for and about the residents of Duxbury. We are grateful to our loyal readers and advertisers who have kept us going and to retain that loyalty we pledge to do everything possible to improve and grow Duxbury's newspaper.

The founders would have it no other way.

David S. Cutler
Publisher